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PROMOTIONAL STRATEGIES OF PEPSI COLA
PRODUCTS PHILIPPINES INC.
(NOVELETA SALES OFFICE)

CASE STUDY

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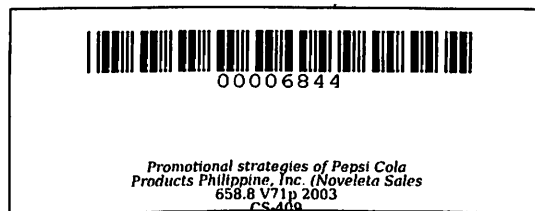
Indang, Cavite

April 2003

**PROMOTIONAL STRATEGIES OF PEPSI COLA
PRODUCTS PHILIPPINES INC.
(NOVELETA SALES OFFICE)**

A Case Study Report
Submitted to the Faculty of the
Cavite State University
Indang, Cavite

In partial fulfillment
of the requirements for the degree of
Bachelor of Science in Business Management
(Major in Marketing)



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April 2003

ABSTRACT

VILLALUZ, RICARDO ARGENTE. Promotional Strategies of Pepsi Cola Products Philippines Inc. (Noveleta Sales Office) Case Study. Bachelor of Science in Business Management, major in Marketing. Cavite State University. Indang, Cavite. April 2003. Adviser: Ms Cristina R.. Del Mundo.

A case study was conducted at Pepsi Cola Inc. (Noveleta Sales Office) from November 30,2002 to January 31,2003. The study aimed to describe the promotional strategies employed by the firm; identify and describe the most effective tools in promoting the product; and recommend possible solutions to the problems encountered.

Primary data were obtained through personal interviews with the sales manager and other employees of the firm. Other relevant information was gathered from pamphlets, magazine provided by the firm, and books available in CvSu library, and College of Economics Management and Development Studies Reading Room.

The PCPPI is the exclusive distributor of products such as Pepsi, 7-Up, Mirinda, and Mountain Dew. Among its target markets are sari-sari stores, restaurants, groceries, eateries, schools, and beaches or resort. It is one of the most selling companies in the industry. Pepsi is available not only in the Philippines but also in more than 150 countries throughout the world.

Promotional Strategies were proven important to increase sale and generate profit. The company used the combine marketing tools such as advertising, sales promotion, personal selling, and public relation to communicate with customers and generate sales.

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**PROMOTIONAL STRATEGIES OF PEPSI COLA
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^{1/}A case study report submitted to the faculty of the Department of Management College of Economics Management and Development Studies Cavite State University, Indang, Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management major in Marketing with Contribution No. CS 2003-BM04-013. Prepared under the supervision of Ms. Cristina R. Del Mundo.

INTRODUCTION

The term “soft drinks” originated to distinguish non-alcoholic beverages from hard liquor spirits. Soft drinks are non-carbonated or non-alcoholic carbonated beverages, usually containing a sweetening agent, edible acids and natural or artificial flavors. Soft drinks include cola beverage, fruit flavored drink, ginger ale and root beer. Soft drinks are also called soda or pop (Compton Encyclopedia, 1994).

Non-carbonated soft drinks are produced with much the same ingredients and techniques as are carbonated soft drinks. However, because they are not protected from spoilage by carbonation they are usually pasteurized.

Powered soft drinks are made by blending flavoring material with such ingredient such as dry acids, gums, and artificial color. Soft drinks are sold in bottles and in cans and are also dispensed from vending machines (New Standard Encyclopedia, 1994).